

Inventors: Delgado et al.
Docket No.: 60027.5036US1
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 1 of 9
Replacement Sheet

TRADEMARK USE COMPANY PROFILE

WE WILL NEED SOME INFORMATION ABOUT YOUR COMPANY TO CREATE A NEW TRADEMARK USE ACCOUNT. PLEASE ENTER YOUR COMPANY INFORMATION BELOW:
ASTERISK (*) DENOTES REQUIRED INFORMATION

* FIRST NAME:	[Text Box]						
* LAST NAME:	[Text Box]						
* COMPANY NAME:	[Text Box]						
* CONTACT PHONE:	[Text Box]	-	[Text Box]	-	[Text Box]	EXT.	[Text Box]
FAX NUMBER:	[Text Box]	-	[Text Box]	-	[Text Box]		
* E-MAIL ADDRESS:	[Text Box]						
COMPANY URL:	[Text Box]						
* ACCOUNT PASSWORD:	[Text Box]						
* COMPANY ADDRESS:	[Text Box]						
				[Text Box]			
CITY: [Text Box]				STATE: [Text Box]	ZIP: [Text Box]	310	

311

310

310

PLEASE KEEP ME UP TO DATE WITH THE LATEST BELLSOUTH INTELLECTUAL PROPERTY PRODUCTS AND SERVICES ANNOUNCEMENTS VIA E-MAIL.

312

[BIPCO HOME](#) | [TRADEMARK USE OPTIONS](#) | [TRADEMARK USE FAQ'S](#) | [CONTACT US](#) | [EXIT](#)

FIG. 3B



Inventors: Delgado et al.
Docket No.: 60027.5036US11
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 2 of 9
Replacement Sheet



INTELLECTUAL PROPERTY



TRADEMARK USE EVENT REGISTRATION

PLEASE REGISTER YOUR EVENT BY COMPLETING THE FORM BELOW:

ASTERISK (*) DENOTES REQUIRED INFORMATION

* EVENT TITLE:

* EVENT DESCRIPTION:

(MAXIMUM OF 255
CHARACTERS WILL
BE SAVED)

* EVENT START DATE:

(MM/DD/YYYY)

 / /

313

* EVENT DURATION:

 - PLEASE SELECT -

PLEASE ENTER YOUR BELLSOUTH CONTACT INFORMATION FOR THIS EVENT:

* CONTACT NAME:

* BUSINESS UNIT:

(EXAMPLE: CONSUMER, SMALL BUSINESS,
MOBILITY, ETC.)

* CONTACT PHONE:

 - -

316

* E-MAIL:

* SPONSOR FEE:

\$

(MAXIMUM VALUE IS \$50.000)

314

312

FIG. 3C



Inventors: Delgado et al.
Docket No.: 60027.5036US11
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 3 of 9
Replacement Sheet

TRADEMARK USE AGREEMENT FOR SMALL SPONSORSHIPS LOGIN

THE BELLSOUTH NAME, MARK, OR LOGO (THE "BELLSOUTH MARKS") MAY NOT BE USED BY THIRD PARTIES WITHOUT AGREEING TO THE ONLINE TRADEMARK AGREEMENT OR OBTAINING THE PRIOR WRITTEN CONSENT OF BELLSOUTH INTELLECTUAL PROPERTY MARKETING CORPORATION ("BELLSOUTH"). ANY UNAUTHORIZED USE OF THE BELLSOUTH MARKS IS A VIOLATION OF BELLSOUTH'S INTELLECTUAL PROPERTY RIGHTS.

ORGANIZATIONS CAN REGISTER HERE TO GAIN PERMISSION TO USE THE BELLSOUTH NAME AND LOGO SOLELY FOR REPRODUCTION ASSOCIATED WITH AN EVENT. YOU WILL BE ABLE TO DOWNLOAD APPROVED BELLSOUTH MARK GRAPHICS FOR USE.

ENTER YOUR E-MAIL ADDRESS AND PASSWORD TO GAIN ACCESS TO AN EXISTING COMPANY ACCOUNT.

- IF YOUR COMPANY DOES NOT HAVE AN ACCOUNT, YOU WILL NEED TO CREATE A NEW ACCOUNT.
- IF YOU DO NOT REMEMBER THE ACCOUNT'S PASSWORD, WE CAN E-MAIL IT TO YOU SO THAT YOU CAN ACCESS YOUR COMPANY ACCOUNT.

E-MAIL ADDRESS:

PASSWORD:

410

412

[BIPCO HOME](#) | [TRADEMARK USE FAQ'S](#) | [CONTACT US](#)

FIG. 4B



Inventors: Delgado et al.
Docket No.: 60027.5036USII
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 4 of 9
Replacement Sheet

	INTELLECTUAL PROPERTY	
TRADEMARK USE AGREEMENT OPTIONS		
<p>WELCOME !</p> <p>BEFORE BELLSOUTH MARKS CAN BE DOWNLOADED IN CONJUNCTION WITH AN EVENT, THE EVENT NEEDS TO BE PROPERLY <u>REGISTERED</u>. INFORMATION ASSOCIATED WITH THE USE OF OUR MARKS CAN BE FOUND IN THE <u>FREQUENTLY ASKED QUESTIONS</u>.</p> <p>PLEASE SELECT ONE OF THE OPTIONS BELOW:</p> <ul style="list-style-type: none">• <u>REGISTER A NEW EVENT</u>• <u>TRADEMARK DOWNLOAD FOR REGISTERED EVENTS</u>• <u>UPDATE YOUR COMPANY INFORMATION</u>• <u>TRADEMARK USE FAQ'S</u>• <u>CONTACT BELLSOUTH INTELLECTUAL PROPERTY (BIPCO)</u>• <u>EXIT / LOGOFF</u> <p><u>BIPCO HOME</u> <u>TRADEMARK USE OPTIONS</u> <u>TRADEMARK USE FAQ'S</u> <u>CONTACT US</u> <u>EXIT</u></p> <p style="text-align: right;">• <u>BACK TO TOP</u></p> <p>COPYRIGHT 2000, BELLSOUTH. ALL RIGHTS RESERVED. <u>LEGAL NOTICES AND PRIVACY STATEMENT</u></p>		

416

FIG. 4C



Inventors: Delgado et al.
Docket No.: 60027.5036USII
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 5 of 9
Replacement Sheet

TRADEMARK USE AGREEMENT TERMS AND CONDITIONS

422

ORGANIZATION:	BOY SCOUTS TROOP 288
EVENT:	CAMP OUTING

PLEASE READ THIS TRADEMARK USE AGREEMENT ("AGREEMENT") CAREFULLY BEFORE PRESSING THE "AGREE" BUTTON BELOW. BY PRESSING "AGREE", YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.

YOU HAVE THE OPTION TO DISPLAY THE TERMS AND CONDITIONS FOR PRINTING.

424

420

1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELLSOUTH CORPORATION OR ITS AFFILIATE OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE

428

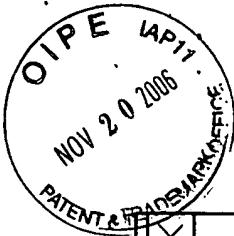
AGREE

DISAGREE

426

418

FIG. 4D



<input type="checkbox"/> INTELLECTUAL PROPERTY	<input type="checkbox"/> TERMS AND CONDITIONS – MICROSOFT INTERNET EXPLORER	<input type="checkbox"/>
<input type="checkbox"/> TRADEMARK USE AGREEMENT TERMS AND	FILE EDIT VIEW FAVORITES TOOLS HELP	<input type="checkbox"/>
BELLSOUTH® ONLINE CLICK WRAP AGREEMENT FOR SMALL SPONSORSHIPS		
<p>PLEASE READ THIS TRADEMARK USE AGREEMENT ("AGREEMENT") CAREFULLY BEFORE PRESSING THE "AGREE" BUTTON BELOW. BY PRESSING "AGREE" YOU ARE AGREEING TO BE BOUND BY THE TERMS OF THIS AGREEMENT. IF YOU DO NOT AGREE, PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.</p>		
<p>PLEASE READ THIS TRADEMARK USE AGREEMENT TO BE BOUND BY THE TERMS OF THIS AGREEMENT. TO BE BOUND BY THE TERMS OF THIS AGREEMENT, YOU MUST PRESS THE "AGREE" BUTTON BELOW. PLEASE REMOVE THE BELLSOUTH NAME OR LOGO(S) FROM ANY PROMOTIONAL OR ADVERTISING SIGNS OR ITEMS ASSOCIATED WITH YOUR EVENT.</p>		
<p>1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELLSOUTH CORPORATION OR ITS AFFILIATE OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE EXTENT THAT THE TERMS OF THIS AGREEMENT AND THE MASTER AGREEMENT CONFLICT, THE TERMS OF THIS AGREEMENT WILL CONTROL.</p>		
<p>1. YOU OR YOUR ORGANIZATION (THE "USER") ACKNOWLEDGE THAT YOU HAVE ENTERED INTO A VALID WRITTEN OR ORAL AGREEMENT (THE "MASTER AGREEMENT") WITH BELLSOUTH CORPORATION OR MANAGERIALLY CONTROLLED COMPANY (THE "SPONSOR") TO SPONSOR AN EVENT (THE "EVENT") CONDUCTED OR CONTROLLED BY THE USER. USER FURTHER ACKNOWLEDGES THAT ANY BREACH OF THE MASTER AGREEMENT SHALL CONSTITUTE AN IMMEDIATE BREACH OF THIS AGREEMENT. TO THE EXTENT THAT THE TERMS OF THIS AGREEMENT AND THE MASTER AGREEMENT CONFLICT, THE TERMS OF THIS AGREEMENT WILL CONTROL.</p>		
<p>2. BELLSOUTH INTELLECTUAL PROPERTY MARKETING</p>		
<p><input type="checkbox"/> AGREE <input type="checkbox"/> DISAGREE</p>		



TRADEMARK USE REGISTERED EVENTS

432

THE BELLSOUTH NAME, MARK, OR LOGO (THE "BELLSOUTH MARKS") MAY NOT BE USED BY THIRD PARTIES WITHOUT AGREEING TO THE ONLINE TRADEMARK AGREEMENT OR OBTAINING THE PRIOR WRITTEN CONSENT OF BELLSOUTH INTELLECTUAL PROPERTY MARKETING CORPORATION ("BELLSOUTH"). ANY UNAUTHORIZED USE OF THE BELLSOUTH MARKS IS A VIOLATION OF BELLSOUTH'S INTELLECTUAL PROPERTY RIGHTS.

PLEASE SELECT THE EVENT FOR WHICH YOU WILL BE DOWNLOADING BELLSOUTH LOGOS BY CLICKING ON THE EVENT TITLE. YOU ALSO HAVE THE OPTION TO ADD A NEW EVENT TO THE LIST.

VIEW	BOY SCOUTS EVENT TITLE(S)	START DATE
<input type="radio"/>	<u>CAMP OUTING</u>	1/1/02

434

BACK TO TRADEMARK USE OPTIONS

BIPCO HOME | TRADEMARK USE OPTIONS | TRADEMARK USE FAQ'S | CONTACT US | EXIT

• BACK TO TOP

COPYRIGHT 2000, BELLSOUTH. ALL RIGHTS RESERVED.

LEGAL NOTICES AND PRIVACY STATEMENT

430

FIG. 4F



Inventors: Delgado et al.
Docket No.: 60027.5036US11
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 8 of 9
Replacement Sheet

<IPSERVICES@BELLSOUTH.NET>	TO:	<TROOP.LEADER@SCOUTS.COM>	
	CC:		
11/13/2001 01:40 PM	SUBJECT:	TRADEMARK LICENSE AGREEMENT EVENT REGISTRATION	
<p>DEAR MR. TROOP LEADER,</p> <p>YOUR BELLSOUTH CLICK WRAP ONLINE TRADEMARK LICENSE AGREEMENT IS COMPLETE. THE FOLLOWING INFORMATION HAS BEEN ENTERED INTO THE BELLSOUTH TRADEMARK LICENSE AGREEMENT DATABASE:</p> <p>YOUR COMPANY: BOY SCOUT TROOP 288 COMPANY ADDRESS: SCOUT ROAD ANYWHERE, STATE 55555</p> <p>EVENT TITLE: CAMP OUTING EVENT DATE: 1/1/02 BELLSOUTH SPONSORING COMPANY: CONSUMER DIVISION DATE OF ENTRY: 11/13/01 1:32:01 PM</p> <p>THANK YOU FOR USING THE BELLSOUTH CLICK WRAP ONLINE TRADEMARK LICENSE AGREEMENT</p>			

FIG. 4G



Inventors: Delgado et al.
Docket No.: 60027.5036USII
Title: System and Method for Managing Sponsorships
Attorney Name: Jodi L. Hartman
Phone No.: 404.522.1100
Sheet 9 of 9
Replacement Sheet

TRADEMARK USE LOGO SLICK PAGE

TO DOWNLOAD A GRAPHICS FOR THE EVENT, **TEST EVENT**, PLEASE CLICK ON THE SELECTED GRAPHIC'S FILE FORMAT.

532

PLEASE NOTE, THE BELLSOUTH AFFILIATE AND/OR THE EVENT HOLDER MUST PROVIDE EXAMPLES OF HOW THE BELLSOUTH MARK WILL BE DISPLAYED AT THE EVENT TO THE BIPMAN CORPORATE IDENTITY DIRECTOR, MARY VAN EHRLICH. TELEPHONE (404) 249-2451 OR E-MAIL.

BELLSOUTH LOGO

FORMAT(S): EPS | JPEG

534

IMAGE IS ABOUT 75% ACTUAL GRAPHIC SIZE. THE GRAPHIC IS OFFERED IN ENCAPSULATED POSTSCRIPT (EPS) AND JPEG FORMATS.

BELLSOUTH
SAMPLE

BELLSOUTH LOGO WITH BELL

FORMAT(S): EPS | JPEG

534

STANDARD BELLSOUTH LOGO PRECEDED BY THE BELL SYMBOL. IMAGE IS ABOUT 75% ACTUAL GRAPHIC SIZE. THE GRAPHIC IS OFFERED IN ENCAPSULATED POSTSCRIPT (EPS) AND JPEG FORMATS.



BELLSOUTH
SAMPLE

BELLSOUTH LOGO WITH BELL AND REGISTERED TRADEMARK

FORMAT(S): EPS | JPEG

534

530